

Katherine Pannifer
Babergh Mid Suffolk District Council
Endeavour House
8 Russell Rd
Ipswich, IP1 2BX

21 April 2023

Dear Ms Pannifer

DC/23/01395 Application for Listed Building Consent. Business premises to be known as "Direct Pizza". Change colouring of shopfront sign to green background and yellow lettering. Overhead sign lighting. Promotional stickers on bottom side of shop front window. 41 North Street Sudbury CO10 1RD

I write on behalf of the Suffolk Preservation Society (SPS) to object to the proposed external alterations to the listed building shopfront together with the proposed illuminated signage. The property is a grade II listed building within the Sudbury Conservation Area. The building dates from the C16/C17, is of 2 storeys, timber-framed and plastered. The ground floor shopfront has been recently replaced and the first floor is three windows wide, refronted in the C18/C19 with sashes. This building forms a group with nos. 38 and 42. We understand that there is a live enforcement case relating to this property.

The proposed change of colour of the fascia from pale blue to bright green with halo lit illuminate lettering is not appropriate in this context. The use of bright colours, the style of lettering and the illumination all appear incongruous and out of keeping within this context. It is acknowledged that North Street has undergone a degree of redevelopment during the post war period, often to a low standard. However, the listed group, of which No, 41 forms a part retains much of its architectural interest and integrity. Were these external alterations permitted, it would fundamentally undermine the character and appearance of both the listed building, the group of which it forms a part, and the wider conservation area, contrary to national and local policies, S61(2) and S72 of the P(LBCA) Act 1990 and saved local policies CN01, CN06 and CN08.

For these sound planning reasons we urge you to refuse this application. We hope that these comments are helpful in the consideration of this application and request that SPS is consulted on any amendments.

Yours sincerely,

Fiona Cairns IHBC MRTPI
Director

Ccs: Ward Councillors
Babergh Mid Suffolk Heritage Team

Sudbury Society
Sudbury Town Council